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GLOWFLEX ENTERPRISE
GLOW IN THE DARK PAINT

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In the name of Allah Most Gracious and Most Merciful

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EXECUTIVE SUMMARY

GlowFlex Enterprise is a new company that operated in Malaysia. This business is based on partnership where it consist of 6 members which had important positions in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 100000.00 where the contributions are from every each member.

As for the business, we are producing a glow in the dark paint for Malaysian. People nowadays want something that simple, easy to use and act effectively but also at reasonable price. We made our paint in convenient packaging form to reduce our cost and market price and also easy to use.

Through our long term research and observation, we had planned to set up this business because we can see wider prospect of this sector in the future. Apart from that, we have observed that there are a few competitors that involves in this business. So, we take these opportunities to expand our business because we are qualified with skills.

Since our company is listed as a new company in the market, we must to consider so many aspect so that our company is able to compete in the market among our competitors. Based on the objective above, GlowFlex Enterprise has the potential of being a profitable business if it is done in large scale and systematically.

In conclusion, we hope that our company can be well-known and be able to provide better product in the future. We believe that demand of glow in the dark paint will increase in the future as the increase of human population.

1. Introduction

1.1. Name of the Business

The name of our business is GlowFlex Enterprise. The word 'Glow' represents for the main of our product, which is we manufacture a glow paint that does not required light while 'Flex' does not have a special meaning. And the 'Enterprise' part is because the type of business we are involved in.

1.2. Nature of Business

Our main activity is to manufacture paint product that is glow in the dark. Paint that already in the market requires the presence of light to be able to glow. With the latest development we invented paint that glow by its own. We are able to produce it with the help of advanced technologies.

1.3. Industry Profile

Our business is considered as construction and designing industries. We develop this paint so it can be used in signboard, the road, the building or houses and it also can be used for art and design.

1.4. Location of the business

Our business is located at Jalan Kenangan 29/4, 81000 Kulai, Johor. We choosed that area because it was the industrial area. The price is neither too high nor too low. It is an affordable price. It also a place where all the manufacture process can be conducted.